

## **Marketing Research - Links**

### **Marketing Research - Basics**

<http://www.allbusiness.com/marketing/market-research/2587-1.html>

### **Potential Market**

<https://www.sba.gov/blogs/when-why-and-how-calculate-potential-market>

### **Secondary Data - Customers**

<http://www.sba.gov/content/understand-your-market-and-economic-conditions>

<https://www.census.gov/quickfacts/>

<http://www.iowadot.gov/maps/msp/traffic/tmaps.html>

### **Secondary Data - Industry - Fast Food/Pizza**

<http://www.statista.com/topics/863/fast-food/>

<http://www.qsrmagazine.com/reports/8-fast-food-trends-14>

[http://www.fastfoodmarketing.org/fast\\_food\\_facts\\_in\\_brief.aspx](http://www.fastfoodmarketing.org/fast_food_facts_in_brief.aspx)

<https://www.franchisehelp.com/industry-reports/fast-food-industry-report/>

### **Target Marketing**

<http://articles.bplans.com/target-marketing/>

<http://www.entrepreneur.com/encyclopedia/target-market>

<http://www.marketingdonut.co.uk/marketing/marketing-strategy/your-target-market/six-steps-to-defining-your-target-market>

<http://www.inc.com/guides/2010/06/defining-your-target-market.html>

### **Positioning Statement**

<http://precismarketing.co.uk/positioning%20statement.pdf>